



AOT in Action

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from Director Sherry Henry:

Good afternoon,

The [Union Pacific's Steam Locomotive No. 844](#), the [Grand Canyon State Steam Special](#), is rolling its way along Arizona's southern railroad lines and is in Phoenix for the day.

Steam Locomotive No. 844 is the last steam engine built for Union Pacific and was pulling passenger trains through Arizona back in the day. Union Pacific pulled the engine off of its usual duty in the Midwest to take this commemorative trip through Arizona to help celebrate our 100th anniversary of statehood. The train's trek began Nov. 10 in Willcox with whistle stops in Benson, Vail and Tucson.

If you're a train enthusiast at heart, don't miss this unique opportunity to see the Grand Canyon State Steam Special! The train is on display at 631 S. 7th Street in Phoenix.

The locomotive will be there for the rest of the day, and then it's off to Yuma with whistle stops in Coolidge, Picacho, Casa Grande, Gila Bend, and Wellton. You can track the train's progress throughout southern Arizona by visiting http://www.up.com/aboutup/special_trains/steam/trace.cfm.

Have a great week,

Sherry Henry
Director, Arizona Office of Tourism

AOT News

Learn How to optimize your Social Media Presence at AOT's Next Arizona Tourism Workshop!

AOT is proud to present the Arizona Tourism University (ATU) workshop series, ***Interactive Marketing: Social Media Basics for Tourism Businesses***.

Whether you have just started or you are a social media expert that just wants to learn more, the ATU workshop ***Interactive Marketing: Social Media Basics for Tourism Businesses*** offers insider information on how to optimize your social media's performance and become more strategic in your efforts.

Workshop presenters [Off Madison Ave](#) will cover the basics of the top platforms – Facebook, Twitter, YouTube and Blogs – and how you can utilize each one in a manner that will help you reach key business objectives.

Based on social media work with the City of Palm Desert, Arizona Highways Magazine and the Arizona Office of Tourism, the ***Interactive Marketing: Social Media Basics for Tourism Businesses*** presentation is tailored to the tourism industry and will help you gain an understanding of how to strategically approach social media.

Register now for any one of the available ***Interactive Marketing: Social Media Basics for Tourism Businesses*** workshops below!

This workshop session is the first in a series of workshops produced by AOT and scheduled for FY12. This fiscal year, AOT has collaborated with the Arizona Commission of the Arts in a unique partnership to broaden workshop opportunities. Be sure to review the complete [FY12 ATU schedule](#).

November 30

9:00 a.m. – 12:00 p.m.

[Prescott College Art Gallery at Sam Hill Warehouse](#)

232 North Granite Street

Prescott, AZ 86301

To register, visit <http://www.azot.gov/marketing-programs/arizona-tourism-university/workshop-registration>

December 7

1:00 – 4:00 p.m.

[Cochise College - Benson](#)

1025 State Route 90

Benson, AZ 85602

To register, visit <http://www.azot.gov/marketing-programs/arizona-tourism-university/workshop-registration>

December 9

10:00 a.m. – 12:00 p.m.

[Webinar](#)

To register, visit: <https://www1.gotomeeting.com/register/641509616>

Don't Miss AOT's Rock 'n' Roll Arizona Marathon Co-op Opportunity

AOT is offering booth space at the P.F Chang's Rock 'n' Roll Arizona Marathon and 1/2 Marathon EXPO January 13-14, 2012. Space is available to those DMOs promoting a local race in 2012. Partners should provide collateral for distribution at the race EXPO and staff to work the EXPO for time slots allotted. Price per participant is \$750, and space is limited to three (3) slots. RSVP to Rebekah Bell at rbell@azot.gov by 5:00 p.m. MST on November 14, 2011.

The seats are full from Canada!

AOT recently completed two trade missions to Canada to promote what's new and the additional non-stop air service on WestJet to Phoenix Sky Harbor. Arizona visited Montreal, Winnipeg, Regina, Saskatoon and Edmonton. Joining AOT in these missions were the Best Western Grand Canyon Squire Inn, Mesa Convention and Visitors Bureau (CVB), Tempe Tourism, Tucson CVB and the Yuma CVB. WestJet also supported the mission in Winnipeg, Regina, Saskatoon and Edmonton. The days were filled with visits to travel offices around the regions to deliver informational materials and conduct training sessions to eager and welcoming Arizona travel sellers. The evening events featured presentations, food, games, prizes and trips to Arizona including airfare courtesy of WestJet.

In all, we reached out to approximately 180 travel counselors and packagers. With a 91% increase in visitation from Saskatchewan last year, once weekly, non-stop service has doubled and service from Edmonton, Alberta is now daily on WestJet. WestJet also offers daily Vancouver service along with service from Kelowna, British Columbia and Victoria, British Columbia. WestJet air service continues through April with the exception of Calgary, Alberta which is year-round. For more information please contact Jennifer Sutcliffe at 602-364-3693 or via email at jsutcliffe@azot.gov.

AOT Host AAA/CAA FAM Tour to Celebrate Arizona's 100 Years

AOT's Travel Industry Marketing Specialist, Kristin Swanson, escorted the "Celebrate Arizona 100 Years AAA/ CAA FAM Tour" last week. In attendance were eight AAA travel agents from the states of California, Ohio and Washington. This tour made stops in Phoenix, Prescott, Scottsdale and Tucson. The agents spent the first day in Prescott and visited the Sharlot Hall Museum, hiked around Watson Lake, dined at the Bistro at the St. Michael's Hotel, discovered the wonders of nature at the Highland Center and were educated on the Native American history of Prescott at the Smoki Museum.

In Scottsdale and the Phoenix Area, the group soared through the air in a hot air balloon over north Phoenix, tasted the flavors of the southwest cuisine at Z'Tejas located in the Scottsdale Fashion Square Mall, listened to instruments from all around the world at the Musical Instrument Museum, visited the Desert Botanical Garden and dined at Frank and Albert's located at the Arizona Biltmore.

The group then travelled south to Tucson and where they stayed at the Hilton El Conquistador Golf and Tennis Resort. During their stay in Tucson, they visited the Westin La Paloma, the Saguaro National Park West, watched the birds of prey take flight at the Arizona Sonora Desert Museum, went back in time to the old west at Old Tucson, became experts on the history of aviation at the Pima Air and Space Museum and spent some time walking through many

ecosystems at the Biosphere 2 University of Arizona. For more information please contact Kristin Swanson at 602-364-3696 or via email at kswanson@azot.gov.

Stock Up on Arizona Official State Visitor's Guides!

Need more Arizona Official State Visitor's Guides? Contact Loretta Belonio, AOT's Fulfillment Manager at 602-364-3725 or via email at lbelonio@azot.gov.

Upcoming Events & Activities

Mexico Mission

Date: November 28 – December 2

Location: Mexico City and Guadalajara, Mexico

National Tour Association Marketplace

Date: December 5 – 10

Location: Las Vegas, NV

Golf Shootout Press Trip

Date: December 5 – 9

Location: Tucson and Southern Arizona

Industry News

Arizona Selected as State to Host the 2013 American Trails International Trail Symposium

Arizona will be hosting hundreds of trails leaders during the American Trails International Trails Symposium (ITS) scheduled for April 14 to 17, 2013 at the Yavapai Nation's Radisson Fort McDowell in Fountain Hills, Arizona.

The 2013 American Trails International Trails Symposium will be hosted by: Fort McDowell Yavapai Nation, Arizona State Parks, Fountain Hills & Fort McDowell Convention Bureau, Central Arizona Project, Scottsdale Convention and Visitors Bureau, and the Mesa Convention & Visitors Bureau, as well as many businesses from around the world.

For more information contact symposium@americantrails.org, call (530) 547-2060, or visit the website at www.AmericanTrails.org/2013. Follow American Trails at [Twitter.com/American_Trails](https://twitter.com/American_Trails) or [Facebook.com/AmericanTrails.org](https://facebook.com/AmericanTrails.org).

Brand USA Debuts as Renamed Group to Promote Travel to U.S.

The Corporation for Travel Promotion (CTP), a group formed last year to promote the United States to world visitors, unveiled its new organizational brand name, Brand USA, as well as a new USA logo and marketing plan to create America's first-ever global consumer brand. CTP will

now do business as Brand USA Inc. and the CTP name will no longer be used. The moves were announced at the World Travel Market (WTM) in London.

Brand USA said the creation of America's new global brand is a critical first step in developing the nation's first unified international marketing effort. The public-private group will launch its first official advertising and marketing campaign in spring 2012 at ITB Berlin. By 2013, Brand USA expects to spend roughly \$200 million in public and private funds on marketing campaigns to promote the U.S. worldwide. It has already hired veteran advertising firm JWT to develop a marketing and advertising campaign centered on the creation of USA brand ambassadors around the world -- including millions of people who have an affinity for the United States. For more information about Brand USA visit www.TheBrandUSA.com or www.DiscoverAmerica.com. (*Travel Pulse*, November 7)

World Travel Market Opens with Plea for Governments to Do More

World Travel Market (WTM) opened at London's ExCel on Monday, Nov. 7, with a plea from WTM Chairman Fiona Jeffery urging world governments to do more to support travel and tourism and avoid costly tax increases on the industry. Speaking at the WTM VIP Opening & Reception Ceremony, Jeffery said the industry provided more than 235 million jobs last year, representing 8 percent of international employment. She also highlighted the industry's potential for further growth with international tourist arrivals forecast to reach 1.8 billion by 2030.

Jeffery also pointed out the damage actively done to the travel and tourism industry by the world's governments, citing the U.K. government's planned increase in Air Passenger Duty, the fourth in five years, as well as the U.S. government's proposed \$25 billion raid on airline passengers in the U.S. "While the underlying trend is one of growth for the travel and tourism industry," Jeffery said, "governments around the world have it in their power to make a big difference and ensure their countries are reaping the benefits of this vital trade. The industry has gone through some tough times recently and with more on the immediate horizon, we would urge the world's governments to start considering the positive changes they can make now, both in the short and long term." Jeffery's comments were supported by a WTM poll that revealed members of the travel industry, at least those attending WTM, also feel more support from governments is warranted.

Almost a quarter of the 1,029 WTM exhibitors and buyers polled said their government gives the industry no support at all, according to the World Travel Market 2011 Industry Report released on the WTM's opening day. More than half said their government gives the industry limited support.

WTM expects more business to be done at this year's event than ever before, generating deals worth more than the record amount of the £1,425 million generated either at the event or as a result of conversations started at the event in 2010. The 2010 figure represents a 25 percent growth £1,139 million generated in 2009. "This is our biggest event to date and highlights the breadth and depth of this extraordinary industry," said Jeffery. "We are confident that everyone attending can look forward to agreeing deals, making new contacts and discovering the latest trends to help them when they go back to their businesses." (*Travel Pulse*, November 7)

Amex Survey Shows Americans Spending More on Holiday Travel

Three in 10 Americans plan to travel for the holidays this year, with 42 percent of these travelers planning to increase their holiday travel budget compared to last year, according to the latest American Express Spending & Saving Tracker. While the percentage of Americans planning to travel for the holidays is consistent with 2010, they are planning to spend significantly more. The average family of four intends to spend \$2,636 on holiday travel, or \$659 per person, an increase of nearly \$200 from last year.

Significantly, more travelers will fly, as just over one third (36 percent) will fly to their destination (compared to 26 percent last year). More consumers also plan to dine out (31 percent versus 20 percent in 2010) and take part in entertainment-focused activities (24 percent versus 20 percent in 2010). Additional reasons for spending more include taking a longer trip (21 percent), staying in better accommodations (19 percent), traveling with more people (17 percent), choosing a more expensive destination (12 percent) and flying first class or business class (6 percent).

A growing number of consumers expressed interest in doing more while they're away this holiday season. When asked how they would spend an extra \$500 if it were available, nearly one quarter (24 percent) of consumers said they would rather use the extra funds for new experience than to extend the length of their stay (18 percent).

When asked which travel experiences they would be most interested in trying, consumers ranked outdoor adventure first (19 percent), followed by a mystery vacation (16 percent), culinary-focused experience (13 percent), holistic spa retreat (12 percent), volunteerism trip (5 percent) and a ski holiday (4 percent).

Even though consumers expressed a desire to have more unique travel experiences, budget (40 percent) still trumped all as the key decision making factor when making holiday travel plans. Destination (25 percent) and experience (11 percent) came in second and third.

The majority of consumers will pay for travel with credit or charge cards, and 26 percent of travelers are turning to rewards points or miles as a primary way to pay for all or part of their trip. Fifty-six percent of Americans do not plan to travel this holiday season, significantly down from 61 percent in 2010.

On average, Americans are early birds when it comes to booking holiday travel, with most booking their holiday travel three months in advance. But not all travelers have the "book ahead" mentality -- 21 percent will book less than a month before their trip, with the vast majority of late bookers (73 percent) waiting until one week or less before holiday vacation. Late-bookers are also more likely to purchase using online travel engines and drive to their destinations.

Americans plan to travel with an average of three people for the holidays and many will take an average of two trips between Thanksgiving and New Year's Eve.

Consumers are also looking to travel experiences as a source for creative gift giving this holiday season. More than one in four consumers have received and given a vacation as a gift. Many Affluents and Young Professionals similarly have given a vacation as a gift (41 percent and 38 percent, respectively). (*Travel Pulse, November 7*)

Global Travel & Tourism Growth Set to Slow for 2011, 2012

Global travel and tourism will grow more slowly in 2011 and 2012 than previously predicted, according to the World Travel & Tourism Council (WTTC), which revealed its latest figures at a press conference at London's World Travel Market. The group's annual research, originally announced in March 2011, had forecasted growth of 4.5 percent in 2011 and 5.1 percent in 2012.

With the deterioration in global financial conditions in the second half of 2011, the continuing debt crisis in the Eurozone, and the threat of a return to recession in the United States, the growth forecasts for 2011 and 2012 have been downgraded to 3.2 percent and 3.3 percent respectively. WTTC's numbers measure direct contribution to worldwide gross domestic product (GDP).

Nevertheless, WTTC asserted that long-term prospects for travel and tourism remain strong, with 10-year growth continuing to hold at around 4 percent per year between 2011 and 2021. On the other hand, this is down marginally from the annual growth of 4.3 percent forecast in March 2011, with the reduction due almost entirely to the downward revisions to growth in 2011 and 2012.

According to WTTC, the latest economic data points to a slowdown in economic activity in the spring and summer of 2011. GDP growth in the United States is down from over 3 percent in the fourth quarter of 2010 to around 1.5 percent in the second quarter of 2011, with similar levels in the Eurozone and growth as low as 0.5 percent in the United Kingdom in the second quarter of 2011. At the same time, WTTC's most recent travel and tourism indicators show that people are still travelling -- with international air travel and hotel occupancy rates up.

While travel and tourism data for the first half of 2011 has been largely positive, continued concerns around the state of the economy, particularly in the United States and Europe, mean that consumer and business confidence levels are low. As the global economic recovery loses momentum and impacts industry performance, the outlook for travel and tourism will be weaker in the second half of the 2011 than it was in the first six months.

The latest WTTC research shows global direct travel and tourism GDP is now expected to grow by 3.2 percent in 2011 and 3.3 percent in 2012 compared to WTTC's initial growth estimates (published in March 2011) of 4.5 percent and 5.1 percent respectively. Global Travel & Tourism is expected to grow by an average 4 percent per year between 2011 and 2021. This is down marginally from the 4.3 percent for the same period that was forecast earlier in the year, with the decline due almost exclusively to the downward revisions in 2011 and 2012. Travel and tourism is predicted to account for 69 million more jobs by 2021, almost 80 percent of which will be in Asia, Latin America, the Middle East and Africa

China and India continue to lead the way in travel and tourism growth for 2011, with China dropping to just 12.3 percent from 12.6 percent direct real GDP growth, and India dropping from 8.7 percent predicted growth to 5.1 percent growth. Travel and tourism predicated growth for Japan in 2011, dropped from 1.4 percent before the earthquake and tsunami to 0.0 percent growth in the most recent forecast.

Meanwhile, travel and tourism in the U.S. is forecast to grow 4.4 percent in 2011, compared to the previous forecast earlier this year of 4.4 percent growth. WTTC also is now predicting travel and tourism growth for the U.S. in 2012 will be just 1.1 percent, compared to the March 2011 forecast of 4.8 percent.

The forecast for Western Europe for 2011 remains unchanged at 4.6 percent growth, Eastern Europe predicted growth dropped from 4.3 percent growth to 3.3 percent, and Latin America remains unchanged at 5.2 percent growth. The Middle East dropped from 4.7 percent predicted growth to -0.5 percent growth, with the greatest change occurring in North Africa, which dropped from 4.7 predicted growth before the Arab Spring to -0.5 percent growth in the most recent survey. (*Travel Pulse*, November 8)

U.S. Travel Groups Blast U.K. Tax Plan

Leading U.S. travel industry organizations offered a unified front to oppose the United Kingdom's plans to increase the Air Passenger Duty (APD) tax, calling it excessively high and counterproductive.

In a letter to George Osborne, the U.K.'s Chancellor of the Exchequer, a score of top agencies, associations and unions expressed strong opposition to the tax. "In particular, we are concerned that the APD amounts to a tax grab targeting airline passengers for the purpose of deficit reduction," the letter said. "We believe the ADP tax unfairly penalizes airlines and their customers."

"The adverse impact of the APD tax harms everyone. It punishes consumers, it harms foreign and U.K. airlines, it causes economic injury to countries and cities that welcome U.K. visitors arriving by air, and it hurts the U.K. hospitality and tourism industry by discouraging air travel to your country," the group said.

"We would note that similar proposals for an ADP in the Netherlands, Belgium, and Ireland were scrapped altogether after concluding that the harm to jobs and taxable economic activity would exceed ADP-related revenues raised by the tax. It is our hope that the U.K. will follow last year's decision to not increase the APD rate," the group said.

"The APD tax significantly reduces demand for air transportation today, and any increase will worsen that situation. Demand for air services will inevitably suffer and that will create cascading injurious economic effects, which will undermine the efforts of Her Majesty's Government to stimulate the economy."

"Currently, the APD is the largest tax passengers face anywhere in the world. Such a high tax negatively influences travel decisions of those contemplating travel from or to the U.K. We understand the government is considering increasing the existing APD rates by double the inflation rate, or approximately 10 percent. If such an increase occurs, a family of four flying from the U.K. to the United States would be faced with £260 in APD taxes, up from £80 in 2006."

"A party of four business travelers in premium economy seats traveling to the United States would be faced with £520 in APD taxes, up from £160 in 2006. A 225 percent increase in taxes clearly impacts the propensity of individuals to travel by air, as has been evidenced by the well-

documented decrease in traffic from U.K. airports, particularly when compared to other EU airports."

"Not only do the high APD tax levels affect the travel decisions of U.K. travelers, they also affect the decisions of potential travelers to the U.K. For example, a family of four from Florida considering vacationing in the U.K. would be faced with total APD taxes of about \$419 at current exchange rates (up from \$129 in 2006). Such a high tax amount clearly makes the U.K. a less desirable destination, ultimately depriving the U.K. economy of the substantial benefits that international visitors provide," the letter said.

The group said air transportation has for decades proven to be an indispensable engine of economic growth and that any increase in the APD tax will act as brake on that growth. "We respectfully request that the U.K. freeze the current APD tax rate as a prelude to a phase-out. We believe that there are more economically sound ways to reduce the U.K. budget deficit than strangling tourism and air-service trade between our two countries."

Signatories included unions such as the Air Line Pilots Association, trade associations such as the Air Transport Association, the American Society of Travel Agents, the Business Travel Coalition and the Global Business Travel Association. Other signers include destinations such as the Greater Phoenix Convention & Visitors Bureau and agencies such as Maritz Travel backed by the U.S. Chamber of Commerce and the U.S. Travel Association. (*Travel Agent Central, November 8*)

PhoCusWright Reports U.S. Online Travel Markets Reach New Highs

According to PhoCusWright's "U.S. Online Travel Overview Eleventh Edition," by the end of 2011 the U.S. travel market will fully recover ground lost during the recession. The market will surpass 2006 levels to reach a high of \$277 billion. Corporate travel has continued to rebound, and the online leisure/unmanaged business travel market will maintain double-digit gains through 2011. Yet despite the upward swing, the outlook for 2012 and beyond is clouded with uncertainty.

After its only decline on record in 2009, the U.S. online leisure/unmanaged business travel market will grow 10 percent in 2011 to reach \$109 billion. But with a struggling U.S. economy, online travel growth will slow to single-digit gains over the next two years, trailed by the overall travel market, according to PhoCusWright.

"Do not let travel's impressive performance in 2011 mask some concerning underlying trends," said Douglas Quinby, PhoCusWright's senior director, research. "The gains have largely been fueled by the corporate travel rebound and tight airline capacity. The leisure environment overall is soft, and continued high unemployment and consumer pessimism over the state of the economy make for a challenging outlook for 2012."

PhoCusWright's "U.S. Online Travel Overview Eleventh Edition" is a comprehensive analysis of the U.S. travel industry, providing market sizing and growth forecasts for the total travel market and all major distribution channels through 2013. The report also provides in-depth analysis of the U.S. online leisure/unmanaged business travel marketplace, highlighting marketing and distribution trends for all travel segments including air, hotel, car rental, vacation packaging, rail and cruise. It tracks distribution shifts among supplier websites and online travel agencies, as well as major offline channels. The report analyzes trends in market share, technological

innovation and consumer behavior to provide a detailed overview of travel distribution in the U.S.

PhoCusWright's "U.S. Online Travel Overview Eleventh Edition," a Global Edition publication, is the industry standard for sizing and forecasting, providing deep, actionable insights into the U.S. travel market. Introductory pricing is available through Dec. 15, 2011. (*Travel Pulse*, November 10)

STR Updates 2011, 2012 Forecasts

The U.S. hotel industry is expected to report smaller increases in all three key performance metrics for year-end 2012 than previously forecasted, according to STR's updated industry forecast.

The company's revised 2012 forecast includes:

- a 0.2-percent increase in occupancy to 60.0 percent;
- a 3.7-percent jump in average daily rate to US\$105.29; and
- a 3.9-percent rise in revenue per available room to US\$63.18.

STR also predicts that 2012 year-over-year demand will increase 1.1 percent and supply will rise 0.9 percent.

The U.S. hotel industry is expected to end 2011 with a 4.0-percent occupancy increase to 59.9 percent, a 3.6-percent increase in ADR to US\$101.58, and a 7.7-percent increase in RevPAR to US\$60.81. Supply in 2011 is forecasted to rise slightly (0.7 percent) and demand is expected to end the year with a 4.7-percent increase.

The change in the forecast is a result of the continuing global economic uncertainty and the tougher year-over-year comparisons the industry will face in 2012.

"While we are still confident industry performance will remain positive during 2012, we are concerned about the lack of growth in the overall macro-economic indicators," said Amanda Hite, president of STR. "In addition, the stronger-than-expected demand growth for hotels this year will make for difficult year-over-year comparisons in 2012. Our revised forecast reflects an industry posting record levels of demand, operating in an environment where the economic fundamentals cannot be ignored." (*HotelNewsNow*, November 11)

Grand Canyon National Park Team Wins Good Neighbor Award

The White House Council on Environmental Quality (CEQ) has announced winners of the 2011 GreenGov Presidential Awards for exceptional efforts to promote sustainability in agency operations while pursuing President Obama's Executive Order on Federal Leadership in Environmental, Energy and Economic Performance.

"President Obama challenged the Federal community to lead by example to improve efficiency, cut waste and pollution, and promote clean energy," said National Park Service Director Jonathan B. Jarvis. "The Grand Canyon Team exemplifies how the National Park Service is

meeting the President's challenge, and shows that you can make decisions that protect clean air and water, dramatically improve energy efficiency, and reduce costs – all at the same time."

CEQ solicited award nominations and, along with a panel of judges including Federal and local decision makers, reviewed the nominations and recommended the 2011 award recipients to the President. The eight winners, selected from nearly 250 nominations, were recognized at a White House ceremony.

Grand Canyon Green Team worked with neighboring rural communities to responsibly dispose of electronic, universal and hazardous waste in the Grand Canyon National Park region. Partners for this effort include the Grand Canyon Railway, Xanterra South Rim, Williams Clean and Beautiful Committee, The City of Williams, The City of Flagstaff, and Coconino County Supervisor Carl Taylor.

The Grand Canyon Green Team was able to give residents and businesses in rural communities the opportunity to act responsibly by reducing hazardous and electronic waste, extending cooperative conservation beyond park boundaries. The partnership helped divert over 56 tons of waste from local community landfills, including 214 large appliances, 34,617 pounds of electronics, and 600 tires. Additionally, the Green Team created a model for other Federal facilities that are located away from densely populated areas where conventional recycling efforts are not feasible. Learn more at www.nps.gov.

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

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